

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	2386	705/10.ccls. or 705/14.ccls. 725/9-21.ccls. or 706/46.ccls.	USPAT	OR	OFF	2006/08/30 14:47
S1	1	"5902983".pn. and smartcard\$1	USPAT	OR	OFF	2004/01/26 14:26
S2	7	(volume near5 monitor) and profile and advertis\$4	USPAT	OR	OFF	2002/10/31 09:51
S3	748	volume and profile and advertis\$4	USPAT	OR	OFF	2002/05/21 13:30
S4	35	"725"/\$.ccls. and volume and profile and advertis\$4	USPAT	OR	OFF	2002/05/22 13:53
S5	8065	(monitor\$6 or track\$4) near10 volume	USPAT	OR	OFF	2002/05/22 13:52
S6	2	(monitor\$6 or track\$4) near10 volume same (advertisement or commerical)	USPAT	OR	OFF	2002/05/22 13:53
S7	121	725/14.ccls.	USPAT	OR	OFF	2002/05/22 13:54
S8	22	725/14.ccls. and volume	USPAT	OR	OFF	2002/05/22 15:18
S9	26	725/18.ccls.	USPAT	OR	OFF	2002/05/22 15:18
S10	121	725/14.ccls.	USPAT	OR	OFF	2002/05/22 15:18
S11	22	725/14.ccls. and volume	USPAT	OR	OFF	2002/05/22 15:40
S12	24	"725"/\$.ccls. and monitor\$3 near5 advertisement\$1	USPAT	OR	OFF	2002/05/29 13:38
S13	8	"725"/\$.ccls. and profile and monitor\$3 near5 advertisement\$1	USPAT	OR	OFF	2002/05/29 13:35
S14	26	725/18.ccls.	USPAT	OR	OFF	2002/05/29 13:40
S15	1	725/18.ccls. and volume	USPAT	OR	OFF	2002/05/29 13:43
S16	42	725/9.ccls.	USPAT	OR	OFF	2003/07/25 14:59
S17	9	725/9.ccls. and profile	USPAT	OR	OFF	2002/05/29 13:43
S18	15	725/9.ccls. and advertisement	USPAT	OR	OFF	2002/05/29 13:43
S19	12	"725"/\$.ccls. and advertis\$4 near5 field	USPAT	OR	OFF	2002/05/29 14:17
S20	10	"725"/\$.ccls. and advertis\$4 near5 profile	USPAT	OR	OFF	2002/05/30 13:04
S21	1	"725"/\$.ccls. and generat\$3 adj profile	USPAT	OR	OFF	2002/05/30 13:05
S22	0	"725"/\$.ccls. and generates adj profile	USPAT	OR	OFF	2002/05/30 13:05
S23	94	generates adj profile	USPAT	OR	OFF	2002/05/30 13:05
S24	47	generates adj profile and program	USPAT	OR	OFF	2002/05/30 13:09
S25	0	generates adj profile and program and stb	USPAT	OR	OFF	2002/05/30 13:12

## EAST Search History

S26	1	"6018710".pn.	USPAT	OR	OFF	2002/05/30 13:51
S27	1	"6286140"	USPAT	OR	OFF	2002/05/30 14:28
S28	1	"5,446,919" .pn.	USPAT	OR	OFF	2002/05/30 14:29
S29	1	"5,974,299".pn.	USPAT	OR	OFF	2002/05/30 14:29
S30	1	"6,018,710".pn.	USPAT	OR	OFF	2002/05/30 14:30
S31	1	"5,287,181".pn.	USPAT	OR	OFF	2002/05/30 14:30
S32	1	"6,286,140".pn.	USPAT	OR	OFF	2002/05/30 14:30
S33	473	705/14.ccls.	USPAT	OR	OFF	2002/10/31 09:51
S34	150	705/14.ccls. and profile	USPAT	OR	OFF	2002/10/31 09:51
S35	122	705/14.ccls. and profile and advertis\$5	USPAT	OR	OFF	2002/10/31 09:52
S36	81	705/14.ccls. and profile and advertis\$5 and demographic\$	USPAT	OR	OFF	2002/10/31 09:54
S37	21	705/14.ccls. and profile and advertis\$5 and demographic\$ and indirect\$3	USPAT	OR	OFF	2002/10/31 10:10
S38	15	"725"/\$.ccls. and profile and advertis\$5 and demographic\$ and indirect\$3	USPAT	OR	OFF	2002/10/31 10:15
S39	370	705/10.ccls.	USPAT	OR	OFF	2003/07/25 14:59
S40	10	705/10.ccls. and profile and advertis\$5 and demographic\$ and indirect\$3	USPAT	OR	OFF	2002/10/31 10:22
S41	0	706/46.ccls. and profile and advertis\$5 and demographic\$ and indirect\$3	USPAT	OR	OFF	2002/10/31 10:22
S42	220	706/46.ccls.	USPAT	OR	OFF	2002/10/31 10:23
S43	0	706/46.ccls. and profile and demographic\$ and indirect\$3	USPAT	OR	OFF	2002/10/31 10:23
S44	8	706/46.ccls. and profile and indirect\$3	USPAT	OR	OFF	2002/10/31 10:24
S45	47	706/925.ccls.	USPAT	OR	OFF	2002/10/31 10:24
S46	0	706/925.ccls. and profile and advertis\$5 and demographic\$ and indirect\$3	USPAT	OR	OFF	2002/10/31 10:24
S47	0	706/925.ccls. and profile and demographic\$ and indirect\$3	USPAT	OR	OFF	2002/10/31 10:24
S48	1	706/925.ccls. and profile and indirect\$3	USPAT	OR	OFF	2002/10/31 10:25
S49	9	706/925.ccls. and profile	USPAT	OR	OFF	2002/11/01 11:18
S50	152	725/14.ccls. or 725/18.ccls.	USPAT	OR	OFF	2003/07/25 14:58

## EAST Search History

S51	15	725/9-21.ccls. and ("fuzzy logic" or heuristic\$3 or "neural network")	USPAT	OR	OFF	2002/10/31 11:20
S52	10	725/9-21.ccls. and ("fuzzy logic" or heuristic\$3 or "neural network") and profile	USPAT	OR	OFF	2002/10/31 14:25
S53	141	herz.in.	USPAT	OR	OFF	2002/10/31 14:20
S54	9	herz.in. and "725"/\$.ccls.	USPAT	OR	OFF	2002/10/31 14:22
S55	8	herz.in. and "725"/\$.ccls. and advert\$6	USPAT	OR	OFF	2002/10/31 14:25
S56	1	WILKINS.in. and "725"/\$.ccls. and advert\$6	USPAT	OR	OFF	2002/10/31 14:25
S57	3	725/46.ccls. and ("fuzzy logic" or heuristic\$3 or "neural network") and profile	USPAT	OR	OFF	2002/10/31 14:25
S58	4	725/32-36.ccls. and ("fuzzy logic" or heuristic\$3 or "neural network") and profile	USPAT	OR	OFF	2002/10/31 14:26
S59	3	725/46.ccls. and ("fuzzy logic" or heuristic\$3 or "neural network") and profile and adver\$6	USPAT	OR	OFF	2002/10/31 14:27
S60	4	725/32-36.ccls. and ("fuzzy logic" or heuristic\$3 or "neural network") and profile and adver\$6	USPAT	OR	OFF	2002/10/31 14:27
S61	1	"5796952".pn.	USPAT	OR	OFF	2002/10/31 15:40
S62	1	"6236978".pn.	USPAT	OR	OFF	2002/11/01 11:18
S63	1	advertis\$4 same profile same indirect	USPAT	OR	OFF	2002/12/27 13:31
S64	30	advertis\$4 same profile and indirect	USPAT	OR	OFF	2002/12/27 13:20
S65	66	advertis\$4 same profile and indirect\$2	USPAT	OR	OFF	2002/12/27 13:20
S66	2	advertis\$4 same profile same indirect	US-PGPUB; USPAT	OR	OFF	2002/12/27 13:31
S67	0	us9803181	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2003/01/06 14:27
S68	0	US9803181	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2003/01/06 14:28
S69	308	herz.inv.	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2003/01/06 14:28
S70	5	herz.inv. and "passive relevance feedback score"	US-PGPUB; USPAT; EPO; JPO	OR	OFF	2003/01/06 14:29

## EAST Search History

S71	1	"6463585".pn.	USPAT	OR	OFF	2003/07/25 13:51
S72	3	alexander.inv. and epg	USPAT	OR	OFF	2003/07/25 13:52
S73	163	725/14.ccls. or 725/18.ccls.	USPAT	OR	OFF	2004/01/23 14:08
S74	887	705/10.ccls. or 705/14.ccls.	USPAT	OR	OFF	2004/01/23 14:08
S75	357	725/9-21.ccls.	USPAT	OR	OFF	2003/07/25 14:59
S76	257	706/46.ccls.	USPAT	OR	OFF	2003/07/25 14:59
S77	47	706/925.ccls.	USPAT	OR	OFF	2003/07/25 14:59
S78	11	heuristic\$1 same demograph\$6	USPAT	OR	OFF	2004/01/23 11:11
S79	7	heuristic\$1 same trait\$1	USPAT	OR	OFF	2004/01/23 13:34
S80	1	heuristic\$1 and "6236978"	USPAT	OR	OFF	2004/01/23 13:38
S81	1	"6236978".pn.	USPAT	OR	OFF	2004/01/23 13:38
S82	0	"6236978".pn. and heuristic\$1	USPAT	OR	OFF	2004/01/23 13:38
S83	1	"6236978".pn.	USPAT	OR	OFF	2004/01/23 13:38
S84	1	"6236978".pn. and trans\$9	USPAT	OR	OFF	2004/01/23 13:39
S85	1	"6236978".pn. and trans\$9 and cust	USPAT	OR	OFF	2004/01/23 13:39
S86	1	"6236978".pn. and trans and cust	USPAT	OR	OFF	2004/01/23 13:41
S87	1	"6236978".pn. and fuzzy	USPAT	OR	OFF	2004/01/23 13:41
S88	1603	705/10.ccls. or 705/14.ccls. 725/9-21.ccls. or 706/46.ccls.	USPAT	OR	OFF	2004/12/07 14:51
S89	43	smartcard with point\$1	USPAT	OR	OFF	2004/01/26 10:54
S91	0	"725"/\$.ccls. and smartcard with point\$1	USPAT	OR	OFF	2004/01/26 10:53
S92	0	"725"/\$.ccls. and smartcard same point\$1	USPAT	OR	OFF	2004/01/26 10:53
S10 1	1	"5902983".pn.	USPAT	OR	OFF	2004/01/26 14:26
S10 5	1	"6460036".pn.	USPAT	OR	OFF	2004/12/06 16:39
S10 6	1	"6460036".pn. and profil\$3	USPAT	OR	OFF	2004/12/06 16:57
S10 7	1	"6460036".pn. and profil\$3 and demographi\$6	USPAT	OR	OFF	2004/12/07 11:20
S10 8	896	(heuristic demographic) same ((channel\$1 adj chang\$3) record\$3 volume)	USPAT	OR	OFF	2004/12/07 11:21
S10 9	151	(heuristic demographic) same ((channel\$1 adj chang\$3) volume)	USPAT	OR	OFF	2004/12/07 11:22

## EAST Search History

S11 0	45	("725"/\$.ccls. "705"/\$.ccls. "348"/\$.ccls.) and (heuristic demographic) same ((channel\$1 adj chang\$3) volume)	USPAT	OR	OFF	2004/12/07 12:58
S11 1	1	"6,177,931".pn.	USPAT	OR	OFF	2004/12/07 14:03
S11 2	1	"6,236,978".pn.	USPAT	OR	OFF	2004/12/07 13:58
S11 3	3	"725"/\$.ccls. and monitor\$3 with brand	USPAT	OR	OFF	2004/12/07 13:59
S11 4	1	"6,177,931".pn. and brand	USPAT	OR	OFF	2004/12/07 14:03
S11 5	1	"6,177,931".pn. and product	USPAT	OR	OFF	2004/12/07 14:03
S11 6	1769	705/10.ccls. or 705/14.ccls. 725/9-21.ccls. or 706/46.ccls.	USPAT	OR	OFF	2005/07/18 16:37
S11 7	11	"725"/\$.ccls. and group with demographic same targeted	USPAT	OR	OFF	2005/06/24 16:34
S11 8	41	"725"/\$.ccls. and (ford hyundai)	USPAT	OR	OFF	2005/06/24 16:34
S11 9	1	"725"/\$.ccls. and (ford same hyundai)	USPAT	OR	OFF	2005/06/24 16:34
S12 0	1930	705/10.ccls. or 705/14.ccls. 725/9-21.ccls. or 706/46.ccls.	USPAT	OR	OFF	2006/01/05 13:54
S12 1	1	"6781608".pn.	USPAT	OR	OFF	2006/01/04 15:49
S12 2	2	"6,177,931".pn. "5,446,919".pn.	USPAT	OR	OFF	2006/01/05 13:06
S12 3	1	"6,634,994".pn.	USPAT	OR	OFF	2006/01/05 13:47
S12 4	1	"6117931".pn.	USPAT	OR	OFF	2006/01/05 13:47
S12 5	0	"6117931".pn. and filter\$	USPAT	OR	OFF	2006/01/05 13:47
S12 6	0	"6117931".pn. and collaborative	USPAT	OR	OFF	2006/01/05 13:47
S12 7	0	"6117931".pn. and collab\$	USPAT	OR	OFF	2006/01/05 13:47
S12 8	2079	705/10.ccls. or 705/14.ccls. 725/9-21.ccls. or 706/46.ccls.	USPAT	OR	OFF	2006/08/30 14:47
S12 9	8	"725"/\$.ccls. and herz.inv. and demograp\$	USPAT	OR	OFF	2006/08/29 15:21

## EAST Search History

S13 0	5	"725"/\$.ccls. and herz.inv. and demograp\$ same (volume channel)	USPAT	OR	OFF	2006/08/29 15:21
S13 1	3	"725"/\$.ccls. and herz.inv. and characterist\$ same (volume channel)	USPAT	OR	OFF	2006/08/29 17:26
S13 2	22	"725"/\$.ccls. and alexander.inv.	USPAT	OR	OFF	2006/08/29 17:26